

1. A method of providing insurance against loss resulting from unauthorized transactions in connection with use by a consumer of an online financial transaction service, comprising:
- receiving a requirement for a policy structure for a master insurance policy
- 5 that provides coverage for loss relating to use by the consumer of at least one online financial transaction service;
- defining a plurality of account categories having an associated risk of loss for the consumer resulting from an unauthorized transaction relating to the online financial transaction service for which loss the consumer would normally have
- 10 responsibility under applicable banking regulations;
- ascertaining at least one of the defined account categories that corresponds to the requirement for the policy structure for the master insurance policy; and
- inserting online financial transaction coverage for the defined account category that corresponds to the policy structure of the master insurance policy.
- 15 2. The method of claim 1, wherein receiving the requirement further comprises receiving the requirement from a service provider of at least one online financial transaction service selected from a group of online financial transaction services consisting of an online banking service, an online bill management service, an account aggregation service, and an online person to person payment service.
- 20 3. The method of claim 1, wherein receiving the requirement further comprises receiving the requirement for the policy structure for the master insurance policy that provides coverage for loss relating to use by the consumer of at least one online financial transaction service selected from a group of online financial transaction services consisting of an online banking service, an online bill management service, an account aggregation service, and an online person to person payment service.
- 25 4. The method of claim 1, wherein defining the account categories further comprises defining account categories consisting of at least one of a banking account of the consumer capable of online transactions, an account of the consumer to which an online funds transfer service provider is given access by the consumer as part of a
- 30 bill management service, accounts of the consumer to which the service provider is given access by the account-owning consumer as part of an account aggregation

service, and an account of the consumer from which an online payment service provider is authorized by the consumer to make payments.

5. The method of claim 1, wherein defining the account categories further comprises defining account categories having the associated risk of loss for the consumer for which loss the consumer would normally have responsibility that is imposed in a plurality of tiers of consumer liability under applicable banking regulations.

10 6. The method of claim 5, wherein defining the account categories further comprises defining account categories having the associated risk of loss for the consumer for which loss the consumer would normally have responsibility that is imposed in three tiers of consumer liability under applicable banking regulations.

15 7. The method of claim 6, wherein defining the account categories further comprises defining account categories having the associated risk of loss for the consumer for which loss the consumer would normally have responsibility that is imposed in a \$50 tier, a \$500 tier, and an unlimited tier of consumer liability under applicable banking regulations

20 8. The method of claim 1, wherein ascertaining the at least one defined account category further comprises ascertaining at least one defined account category selected from a group of account categories consisting of a banking account of the consumer capable of online transactions, an account of the consumer to which an online funds transfer service provider is given access by the consumer as part of a bill management service, accounts of the consumer to which the service provider is given access by the account-owning consumer as part of an account aggregation service, and an account of the consumer from which an online payment service provider is authorized by the consumer to make payments.

25 9. The method of claim 1, wherein inserting online financial transaction coverage further comprises inserting at least one online financial transaction coverage selected from a group of online financial transaction coverages consisting of coverage for loss resulting from unauthorized transactions in the account for which the consumer would normally have liability under applicable banking regulations, coverage for expenses incurred by the consumer as a result of a covered

unauthorized transaction in the account for which the consumer would normally have liability under applicable banking regulations, and coverage for expense incurred by the online consumer as the direct result of an identity fraud.

10. The method of claim 9, wherein inserting online financial transaction  
5 coverage for expenses incurred by the consumer as a result of a covered unauthorized transaction further comprises providing coverage to the consumer for a merchant-assessed returned check fee on an overdrawn account of the consumer as a result of an unauthorized transaction covered by the master insurance policy.
11. A system for providing insurance against loss resulting from unauthorized  
10 transactions in connection with use by a consumer of an online financial transaction service, comprising:  
means for receiving a requirement for a policy structure for a master insurance policy that provides coverage for loss relating to use by the consumer of at least one online financial transaction service;
- 15 means for defining a plurality of account categories having an associated risk of loss for the consumer resulting from an unauthorized transaction relating to the online financial transaction service for which loss the consumer would normally have responsibility under applicable banking regulations;
- 20 means for ascertaining at least one of the defined account categories that corresponds to the requirement for the policy structure for the master insurance policy; and  
means for inserting online financial transaction coverage for the defined account category that corresponds to the policy structure of the master insurance policy.
- 25 12. The system of claim 11, wherein the means for receiving the requirement further comprises means for receiving the requirement from a service provider of at least one online financial transaction service selected from a group of online financial transaction services consisting of an online banking service, an online bill management service, an account aggregation service, and an online person to person payment service.
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13. The system of claim 11, wherein the means for receiving the requirement further comprises means for receiving the requirement for the policy structure for the master insurance policy that provides coverage for loss relating to use by the consumer of at least one online financial transaction service selected from a group of
- 5 online financial transaction services consisting of an online banking service, an online bill management service, an account aggregation service, and an online person to person payment service.
14. The system of claim 11, wherein the means for defining the account categories further comprises means for defining account categories consisting of at
- 10 least one of a banking account of the consumer capable of online transactions, an account of the consumer to which an online funds transfer service provider is given access by the consumer as part of a bill management service, accounts of the consumer to which the service provider is given access by the account-owning consumer as part of an account aggregation service, and an account of the consumer
- 15 from which an online payment service provider is authorized by the consumer to make payments.
15. The system of claim 11, wherein the means for defining the account categories further comprises means for defining account categories having the associated risk of loss for the consumer for which loss the consumer would normally
- 20 have responsibility that is imposed in a plurality of tiers of consumer liability under applicable banking regulations.
16. The system of claim 15, wherein the means for defining the account categories further comprises means for defining account categories having the associated risk of loss for the consumer for which loss the consumer would normally
- 25 have responsibility that is imposed in three tiers of consumer liability under applicable banking regulations.
17. The system of claim 16, wherein the means for defining the account categories further comprises means for defining account categories having the associated risk of loss for the consumer for which loss the consumer would normally
- 30 have responsibility that is imposed in a \$50 tier, a \$500 tier, and an unlimited tier of consumer liability under applicable banking regulations.

18. The system of claim 11, wherein the means for ascertaining the at least one defined account category further comprises means for ascertaining at least one defined account category selected from a group of account categories consisting of a banking account of the consumer capable of online transactions, an account of the consumer to which an online funds transfer service provider is given access by the consumer as part of a bill management service, accounts of the consumer to which the service provider is given access by the account-owning consumer as part of an account aggregation service, and an account of the consumer from which an online payment service provider is authorized by the consumer to make payments.
- 5 19. The system of claim 11, wherein the means for inserting online financial transaction coverage further comprises means for inserting at least one online financial transaction coverage selected from a group of online financial transaction coverages consisting of coverage for loss resulting from unauthorized transactions in the account for which the consumer would normally have liability under applicable banking regulations, coverage for expenses incurred by the consumer as a result of a covered unauthorized transaction in the account for which the consumer would normally have liability under applicable banking regulations, and coverage for expense incurred by the online consumer as the direct result of an identity fraud.
- 10 20. The system of claim 19, wherein the means for inserting online financial transaction coverage for expenses incurred by the consumer as a result of a covered unauthorized transaction further comprises means for providing coverage to the consumer for a merchant-assessed returned check fee on an overdrawn account of the consumer as a result of an unauthorized transaction covered by the master insurance policy.
- 15 21. A method of providing insurance against loss resulting from unauthorized transactions in connection with the use by a consumer of an online service that provides online financial transactions and which service is covered by the insurance, comprising:
- 20 receiving a master insurance policy by a service provider that provides coverage for loss involving the service provider's online financial transaction services as stipulated within the policy;

defining a plurality of account categories having an associated risk of loss for the consumer from an unauthorized online financial transaction, for which loss the consumer would normally have responsibility under applicable banking regulations, the account categories including at least one of an online transaction-capable banking account of the consumer, an account of the consumer to which a online funds transfer service provider is given access by the consumer as part of a bill management service, accounts of the consumer to which the service provider is given access by the account-owning consumer as part of an account aggregation service, and an account of the consumer from which an online payment service provider is authorized to make payments by the consumer;

ascertaining at least one of the defined account categories that corresponds to the policy structure for the master insurance policy issued to the service provider;

inserting online financial transaction coverages for the defined account category that correspond to the policy structure of the master insurance policy, which coverage includes coverage for loss resulting from unauthorized transactions in the account for which the consumer would normally have liability under applicable banking regulations and for resulting expenses incurred by said consumer as a result of the covered unauthorized transaction.

22. A method of providing insurance against loss in connection with an online financial transaction, comprising:

receiving a policy requirement for a master online financial transaction insurance policy;

defining a plurality of account categories having an associated risk of loss for an account holder from an online financial transaction with the account that is normally an account holder responsibility under applicable banking regulations, the account categories including at least one of an online bank account of the account holder, an account of the account holder to which a funds transfer service provider is given access as part of a bill management service, accounts of the consumer to which the service provider is given access by the account-owning consumer as part of an account aggregation service, and an account of the account holder from which an online payment service provider is authorized to make payments;

- identifying at least one of the defined account categories that corresponds to the policy requirement for the online financial transaction insurance policy; and
- inserting online financial transaction coverage for the defined account category in the master online financial transaction insurance policy that corresponds
- 5 to the policy requirement, which coverage includes losses resulting from unauthorized transactions in the account for which the account holder would normally have liability under applicable banking regulations and expenses of the account holder in connection with unauthorized transactions in the account for which the account holder would normally have liability under applicable banking
- 10 regulations.